

MTD Sales  
1,811.38 L

Brand Share %  
29.23 %

Information:

MTD : 01-09-2025 To 19-09-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **29.23 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 557.21      | 31.54 %       |
| Fridge   | 422.49      | 30.40 %       |
| Wash-Mac | 383.31      | 30.78 %       |
| Air-Cond | 353.16      | 23.00 %       |
| W-Purifi | 48.94       | 60.44 %       |
| Home-The | 25.08       | 19.48 %       |
| Oven     | 11.78       | 48.54 %       |
| Dishwash | 9.41        | 36.71 %       |
| Total    | 1,811.38    | 29.23 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 353.40      | 32.85 %       |
| CHENNAI-01  | 253.41      | 27.27 %       |
| TRICHY-01   | 222.78      | 29.73 %       |
| SOUTH-03    | 212.09      | 27.86 %       |
| CHENNAI-02  | 192.64      | 27.82 %       |
| WEST-02     | 168.43      | 30.69 %       |
| WEST-01     | 129.68      | 26.35 %       |
| NORTH ARCOT | 126.11      | 33.62 %       |
| SOUTH ARCOT | 112.62      | 26.77 %       |
| KL-SOUTH    | 40.23       | 26.54 %       |
| Total       | 1,811.38    | 29.23 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 99.48       | 37.90 %       |
| Air-Cond | 92.26       | 28.31 %       |
| Wash-Mac | 73.80       | 36.76 %       |
| Fridge   | 70.98       | 30.09 %       |
| W-Purifi | 9.22        | 64.21 %       |
| Home-The | 3.12        | 11.94 %       |
| Dishwash | 2.67        | 45.87 %       |
| Oven     | 1.87        | 41.50 %       |
| Total    | 353.40      | 32.85 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| NGR1     | 16.35       | 26.22 %       |
| SVK1     | 9.37        | 29.15 %       |
| VLY1     | 8.31        | 27.87 %       |
| ERL2     | 7.26        | 28.92 %       |
| TKS1     | 6.67        | 23.81 %       |
| SKD1     | 4.47        | 29.18 %       |
| SNL1     | 4.26        | 26.51 %       |
| VKM1     | 3.52        | 23.65 %       |
| TVL2     | 1.91        | 19.70 %       |
| KYR1     | 1.90        | 18.15 %       |
| STU2     | 1.89        | 14.69 %       |
| S2SD     | 1.48        | 9.82 %        |
| SGT1     | 1.10        | 18.70 %       |
| Total    | 353.40      | 32.85 %       |

CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 69.25       | 30.93 %       |
| Air-Cond | 60.23       | 20.43 %       |
| Wash-Mac | 59.69       | 31.88 %       |
| Fridge   | 50.62       | 27.43 %       |
| W-Purifi | 7.18        | 47.74 %       |
| Home-The | 3.74        | 23.60 %       |
| Oven     | 1.57        | 49.26 %       |
| Dishwash | 1.14        | 23.93 %       |
| Total    | 253.41      | 27.27 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH14     | 18.87       | 25.49 %       |
| CH05     | 14.95       | 25.82 %       |
| CH08     | 14.01       | 23.72 %       |
| CH19     | 11.32       | 23.45 %       |
| CH11     | 10.95       | 23.95 %       |
| CH07     | 10.40       | 26.17 %       |
| CH28     | 8.50        | 21.47 %       |
| CH48     | 8.06        | 22.54 %       |
| AVD1     | 7.41        | 22.95 %       |
| CH42     | 6.52        | 13.23 %       |
| CH22     | 6.50        | 25.36 %       |
| CH30     | 6.08        | 20.53 %       |
| SKL1     | 5.11        | 22.37 %       |
| CGL1     | 4.48        | 27.49 %       |
| KNR1     | 3.64        | 20.50 %       |
| CH38     | 2.20        | 11.41 %       |
| CH40     | 1.10        | 22.40 %       |
| Total    | 253.41      | 27.27 %       |

TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 78.21       | 35.90 %       |
| Fridge   | 51.75       | 31.36 %       |
| Air-Cond | 50.44       | 22.48 %       |
| Wash-Mac | 35.27       | 29.12 %       |
| W-Purifi | 3.15        | 57.38 %       |
| Home-The | 2.81        | 23.42 %       |
| Dishwash | 0.71        | 30.06 %       |
| Oven     | 0.43        | 35.57 %       |
| Total    | 222.78      | 29.73 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KUM1     | 11.98       | 28.65 %       |
| TNJ1     | 10.34       | 22.04 %       |
| MDI1     | 7.24        | 26.92 %       |
| MVM1     | 6.94        | 20.16 %       |
| KIK1     | 6.47        | 21.86 %       |
| TYR1     | 5.82        | 26.65 %       |
| AYR1     | 4.22        | 27.93 %       |
| PDK1     | 4.08        | 21.83 %       |
| APM1     | 2.40        | 22.47 %       |
| TZSD     | 2.27        | 21.52 %       |
| TRY2     | 1.29        | 8.35 %        |
| TRY3     | 1.29        | 7.50 %        |
| ORU1     | 0.49        | 3.02 %        |
| Total    | 222.78      | 29.73 %       |

**SOUTH-03**

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 65.82       | 33.60 %       |
| LED TV   | 55.71       | 24.84 %       |
| Wash-Mac | 44.72       | 28.20 %       |
| Air-Cond | 37.12       | 24.16 %       |
| W-Purifi | 5.82        | 55.21 %       |
| Oven     | 1.52        | 65.37 %       |
| Home-The | 1.09        | 7.81 %        |
| Dishwash | 0.29        | 12.81 %       |
| Total    | 212.09      | 27.86 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU1     | 18.94       | 21.00 %       |
| MDU2     | 14.01       | 27.26 %       |
| DGL1     | 10.78       | 19.58 %       |
| ATG1     | 10.15       | 25.46 %       |
| TMM1     | 6.81        | 26.34 %       |
| MDU3     | 5.17        | 23.08 %       |
| MDU4     | 4.15        | 24.01 %       |
| KRR1     | 3.59        | 26.15 %       |
| PNV1     | 2.44        | 19.03 %       |
| KKD2     | 2.41        | 15.91 %       |
| TEN1     | 2.19        | 12.88 %       |
| ADP1     | 1.97        | 13.17 %       |
| MNM1     | 1.51        | 10.22 %       |
| CMR1     | 1.48        | 25.63 %       |
| DGL2     | 1.45        | 13.90 %       |
| SZSD     | 1.37        | 9.38 %        |
| BTU1     | 0.80        | 10.13 %       |
| MDU5     | 0.79        | 8.61 %        |
| NKI1     | 0.26        | 3.25 %        |
| Total    | 212.09      | 27.86 %       |

**CHENNAI-02**

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 71.36       | 35.58 %       |
| Air-Cond | 39.93       | 18.48 %       |
| Fridge   | 35.25       | 29.85 %       |
| Wash-Mac | 33.30       | 25.07 %       |
| W-Purifi | 6.74        | 64.40 %       |
| Home-The | 3.09        | 32.06 %       |
| Dishwash | 1.94        | 100.00 %      |
| Oven     | 1.02        | 36.23 %       |
| Total    | 192.64      | 27.82 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH03     | 16.62       | 23.11 %       |
| CH12     | 12.56       | 25.09 %       |
| CH15     | 11.25       | 15.45 %       |
| CH20     | 9.37        | 27.92 %       |
| CH06     | 6.33        | 19.91 %       |
| CH17     | 5.12        | 26.87 %       |
| CH41     | 4.69        | 19.82 %       |
| CH24     | 3.98        | 11.56 %       |
| CH44     | 3.60        | 16.05 %       |
| GPD1     | 2.60        | 15.44 %       |
| CH32     | 1.43        | 18.86 %       |
| MC06     | 0.57        | 15.36 %       |
| CH01     |             | 0.00 %        |
| Total    | 192.64      | 27.82 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 51.65       | 29.88 %       |
| Wash-Mac | 45.26       | 30.86 %       |
| Fridge   | 45.26       | 32.39 %       |
| Air-Cond | 14.58       | 22.98 %       |
| W-Purifi | 5.65        | 87.21 %       |
| Home-The | 3.99        | 24.53 %       |
| Oven     | 1.65        | 62.19 %       |
| Dishwash | 0.39        | 57.40 %       |
| Total    | 168.43      | 30.69 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| HSR2     | 8.77        | 22.55 %       |
| NKL2     | 7.26        | 27.14 %       |
| SLM1     | 7.21        | 18.49 %       |
| ERD1     | 5.31        | 20.54 %       |
| MTR1     | 3.71        | 26.43 %       |
| ERD2     | 3.12        | 9.21 %        |
| WZWH     | 2.01        | 12.92 %       |
| DPR1     | 1.40        | 13.88 %       |
| PLC1     | 0.94        | 12.02 %       |
| CMI1     | 0.76        | 13.40 %       |
| Total    | 168.43      | 30.69 %       |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 45.38       | 27.46 %       |
| Fridge   | 32.62       | 27.16 %       |
| Wash-Mac | 31.22       | 26.23 %       |
| Air-Cond | 12.73       | 21.22 %       |
| W-Purifi | 2.89        | 48.32 %       |
| Oven     | 2.01        | 59.58 %       |
| Dishwash | 1.54        | 32.47 %       |
| Home-The | 1.29        | 9.47 %        |
| Total    | 129.68      | 26.35 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CBE2     | 14.53       | 18.55 %       |
| UAM1     | 5.80        | 20.27 %       |
| SNR1     | 5.76        | 25.28 %       |
| PLI1     | 5.71        | 25.59 %       |
| KMR1     | 5.27        | 16.08 %       |
| UMP1     | 4.04        | 25.70 %       |
| KMD1     | 3.03        | 22.25 %       |
| CBE5     | 2.48        | 15.18 %       |
| MPM1     | 2.09        | 18.70 %       |
| TPR3     | 2.02        | 16.86 %       |
| CBE3     | 2.01        | 24.35 %       |
| PDM1     | 1.41        | 15.21 %       |
| CBE1     | 0.93        | 6.49 %        |
| WZSD     | 0.93        | 12.42 %       |
| SYM2     | 0.79        | 7.37 %        |
| Total    | 129.68      | 26.35 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 41.96       | 37.02 %       |
| Fridge   | 27.77       | 31.93 %       |
| Wash-Mac | 27.65       | 36.36 %       |
| Air-Cond | 17.55       | 22.79 %       |
| W-Purifi | 5.68        | 71.95 %       |
| Home-The | 4.28        | 39.88 %       |
| Oven     | 1.20        | 50.98 %       |
| Total    | 126.11      | 33.62 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KPM2     | 9.85        | 24.29 %       |
| VEL2     | 6.77        | 26.40 %       |
| AKM1     | 4.30        | 28.77 %       |
| TRL1     | 3.73        | 10.19 %       |
| WJD1     | 2.33        | 18.44 %       |
| CYR1     | 1.45        | 15.62 %       |
| PLR1     | 0.62        | 13.87 %       |
| Total    | 126.11      | 33.62 %       |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 33.45       | 26.03 %       |
| Fridge   | 28.80       | 29.32 %       |
| Wash-Mac | 24.04       | 30.96 %       |
| Air-Cond | 22.17       | 21.61 %       |
| W-Purifi | 2.60        | 68.32 %       |
| Home-The | 1.24        | 14.42 %       |
| Oven     | 0.31        | 33.18 %       |
| Total    | 112.62      | 26.77 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| POY1     | 10.14       | 21.12 %       |
| NVL2     | 6.73        | 28.60 %       |
| VPM2     | 5.87        | 20.94 %       |
| CUD1     | 5.47        | 16.52 %       |
| CDM1     | 4.86        | 16.81 %       |
| SJI1     | 4.52        | 21.20 %       |
| PRT1     | 3.61        | 19.52 %       |
| TDM1     | 3.43        | 23.16 %       |
| VPM1     | 1.87        | 20.40 %       |
| TVM2     | 1.51        | 20.56 %       |
| TVM1     | 1.44        | 14.92 %       |
| MKM1     | 1.12        | 11.42 %       |
| WHNV     |             | 0.00 %        |
| Total    | 112.62      | 26.77 %       |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 13.61       | 30.24 %       |
| LED TV   | 10.77       | 18.72 %       |
| Wash-Mac | 8.36        | 32.56 %       |
| Air-Cond | 6.14        | 34.90 %       |
| Dishwash | 0.72        | 36.66 %       |
| Home-The | 0.43        | 21.41 %       |
| Oven     | 0.20        | 21.98 %       |
| Total    | 40.23       | 26.54 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| PAS1     | 2.57        | 6.74 %        |
| Total    | 40.23       | 26.54 %       |